

CLAIMS

What Is Claimed Is:

1. A system for obtaining data regarding customer use of interactive television, comprising:

5 one or more application servers including one or more application programs for the input of information by a customer, said application server being in electronic communication with one or more broadcast centers;

10 a broadcast center for communicating one or more application programs with a communications satellite;

a communications satellite;

15 one or more individual satellite dishes for receiving one or more application programs from the communications satellite in electronic communication with the communications satellite and in electronic communication with one or more integrated receiver/decoders ("IRDs");

20 one or more IRDs in electrical communication with one or more Graphical User Interfaces ("GUIs") for a customer to input information into the application program and in electrical communication with one or more modems, said IRDs further comprising callback functionality and flash memory for storing a data log of customer transaction and navigation information, wherein said one or more modems are in electronic communication with one or more communications servers for receiving callbacks
25 from the IRDs;

one or more communications servers for receiving the callback in electronic communication with one or more interactive servers;

one or more interactive servers in electronic communication with one or more interactive data repositories ("IDRs"); and

5 one or more IDRs for storing data.

2. The system of claim 1, wherein the interactive server comprises a parser of the data in the data log and an encapsulator of the information into appropriate protocol for database users, said interactive server being in electronic communication with one or more IDRs, and the IDR stores parsed information.

3. The system of claim 1, wherein the IDR is in communication with an interactive business system ("IBS") wherein data in the IDR is correlated with data in the IBS.

4. The system of claim 1, wherein the communication server is a bank of modems.

5. The system of claim 1, wherein the router in the interactive server identifies a particular interactive television action by a code and routes it to the appropriate IDR.

6. The system of claim 1, wherein the application program is a banking application.

7. The system of claim 1, wherein the application provides information to a customer.

8. The system of claim 1, wherein the interactive server encapsulates the information regarding a particular interactive television action into TCP/IP protocol.

9. The system of claim 1, wherein the communication server, the interactive server, and the IDR are located at the same operating company.

10. The system of claim 3, wherein the communication server, the interactive server, the IDR and the IBS are located at the same operating company.

11. The system of claim 3, wherein data in the IDR is communicated to a central IDR.

12. The system of claim 11, wherein communication between the IDR and the central IDR is performed by satellite.

13. The system of claim 3, wherein a code in the data downloaded from the IRD is compared with the information in the IBS to allow identification of the customer.

14. A method for obtaining data regarding a customer use of interactive television, comprising the steps of:

providing one or more application programs on one or more application servers;

transmitting the application program to a broadcast center;

transmitting the application program from the broadcast

center to a communications satellite;

transmitting the application program from the communications satellite to one or more individual satellite dishes;

communicating the application program from the individual satellite dish to one or more integrated receiver/decoders ("IRDs");

5 enabling a customer to input information into the application program received by the IRD via a GUI;

inputting the information into a data log in flash memory in the IRD;

transmitting the data log via callback from the IRD to a communications server;

transmitting the data log from the communications server to an interactive server;

parsing the individual customer navigation and transaction data from the data log; and

15 storing the individual customer navigation and transaction data in one or more interactive data repositories ("IDRs").

15. The method of claim 14, further comprising the steps of correlating the data in the IRD with data in an Interactive Business System ("IBS").

20 16. The method of claim 15, wherein communication of the data in the IDR with the data in the IBS enables the operator of the IBS to identify the customer associated with the IDR.

17. The method of claim 16, further comprising the step of communicating the data in the IDR with a central IDR.

25 18. A system for obtaining data regarding customer use of

interactive television, comprising:

one or more application servers further including one or more application programs for the input of information by a customer, said application server being in electronic communication with one or more broadcast centers;

a broadcast center for communicating one or more application programs with a communications satellite;

a communications satellite;

one or more individual satellite dishes for receiving one or more application programs from the communications satellite in electronic communication with the communications satellite and in electronic communication with one or more integrated receiver/decoders ("IRDs");

one or more IRDs in electrical communication with one or more Graphical User Interfaces ("GUIs") for a customer to input information into the application program and one or more modems, said IRDs further comprising callback functionality and flash memory for storing a data log of customer transaction and navigation information, wherein said one or more modems are in electronic communication with one or more communications servers for receiving callbacks from the IRDs;

one or more communications servers for receiving the callback in electronic communication with one or more interactive servers;

one or more interactive servers comprising a parser of the data in the data log into particular actions and a router of the

particular action data, wherein the router encapsulates the particular action data into appropriate protocol for database users, said interactive server being in electronic communication with one or more interactive data repositories ("IDRs"); and

5 one or more IDRs for storing particular actions parsed in the interactive server in electronic communication with an interactive business system ("IBS");

wherein the IDR is in communication with a central IDR, and a central IBS is in communication with the central IDR.

10 19. The system of claim 18, wherein navigation data and transaction data are parsed by an application program interface and distributed by a router to IDRs of appropriate interactive television content servers.

20 20. The system of claim 18, wherein communication between the IDR and the central IDR is performed by satellite.

25 21. A system for obtaining data regarding customer use of interactive television, comprising:

one or more application servers further including one or more application programs for the input of information by a customer, said application server being in electronic communication with one or more broadcast centers;

a broadcast center for communicating one or more application programs with a communications satellite;

a communications satellite;

25 one or more individual satellite dishes for receiving one or

more application programs from the communications satellite in electronic communication with the communications satellite and in electronic communication with one or more integrated receiver decoders ("IRDs");

5 one or more IRDs in electrical communication with one or more Graphical User Interfaces ("GUIs") for a user to input information into the application program and one or more modems, said IRDs further comprising callback functionality and flash memory for storing a data log of customer transaction and navigation
10 information, wherein said one or more modems are in electronic communication with one or more communications servers for receiving callbacks from the IRDs;

 one or more communications servers for receiving the callback in electronic communication with one or more interactive servers;

15 one or more interactive servers receiving the data log and placing the data into an interactive data repository ("IDR") in the form of a data table; and

 one or more interactive business systems ("IBS") in electronic communication with the IDR, wherein the IBS has data
20 which correlates data in the IDR.

22. The system of claim 21, wherein the data table is a flat ASCII data table.

23. The system of claim 21, wherein the data table is a relational data table.

25 24. An integrated receiver/decoder ("IRD") for use in a

system for obtaining data regarding customer use of interactive television, wherein the system comprises:

one or more application servers further including one or more application programs for the input of information by a customer,
5 said application server being in electronic communication with one or more broadcast centers;

a broadcast center for communicating one or more application programs with a communications satellite;

a communications satellite;

10 one or more individual satellite dishes for receiving one or more application programs from the communications satellite in electronic communication with the communications satellite and in electronic communication with one or more IRDs;

one or more IRDs in electrical communication with one or more
15 Graphical User Interfaces ("GUIs") for a user to input information into the application program and one or more modems, said IRDs further comprising callback functionality and flash memory for storing a data log of customer transaction and navigation information, wherein said one or more modems are in electronic
20 communication with one or more communications servers for receiving callbacks from the IRDs;

one or more communications servers for receiving the callback in electronic communication with one or more interactive servers;

one or more interactive servers receiving the data log and
25 placing the data into an interactive data repository ("IDR") in

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one or more interactive business systems ("IBS") in electronic communication with the IDR, wherein the IBS has data which correlates data in the IDR.

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